

PSJ14 Janssen Opp Exh 37 – JAN-MS-00010801

NUCYNTA & NUCYNTA ER 2012 Business Plan

December 12, 2012



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Objectives:

- Review and gain alignment on 2012 tactics that support identified strategic imperatives
- Identify areas of opportunity for further exploration
- Align on timing and roles/responsibility of tactical execution



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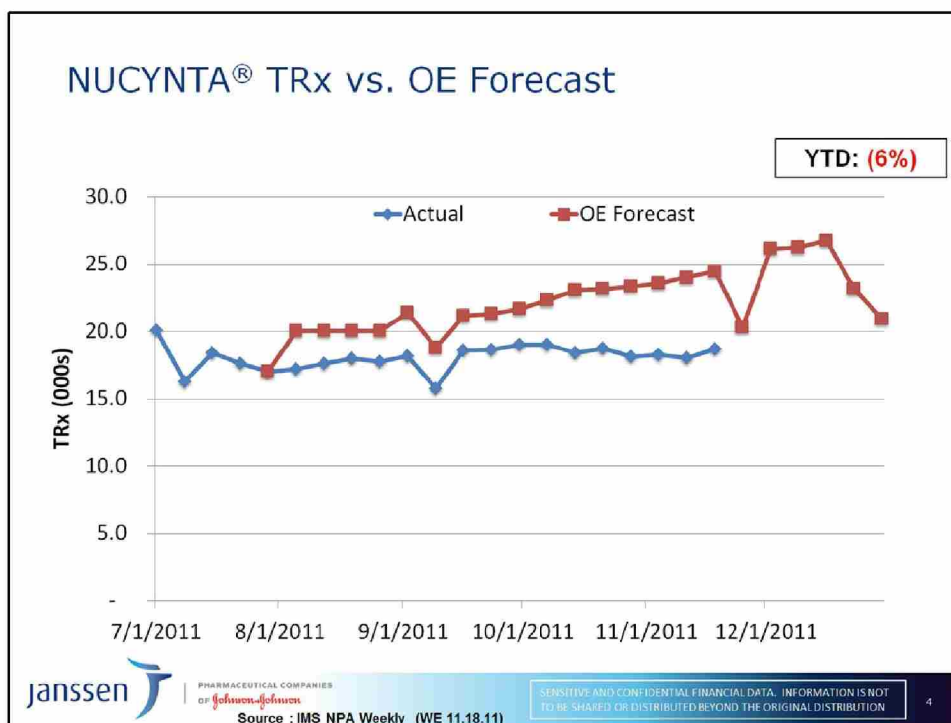
2012 Business Plan

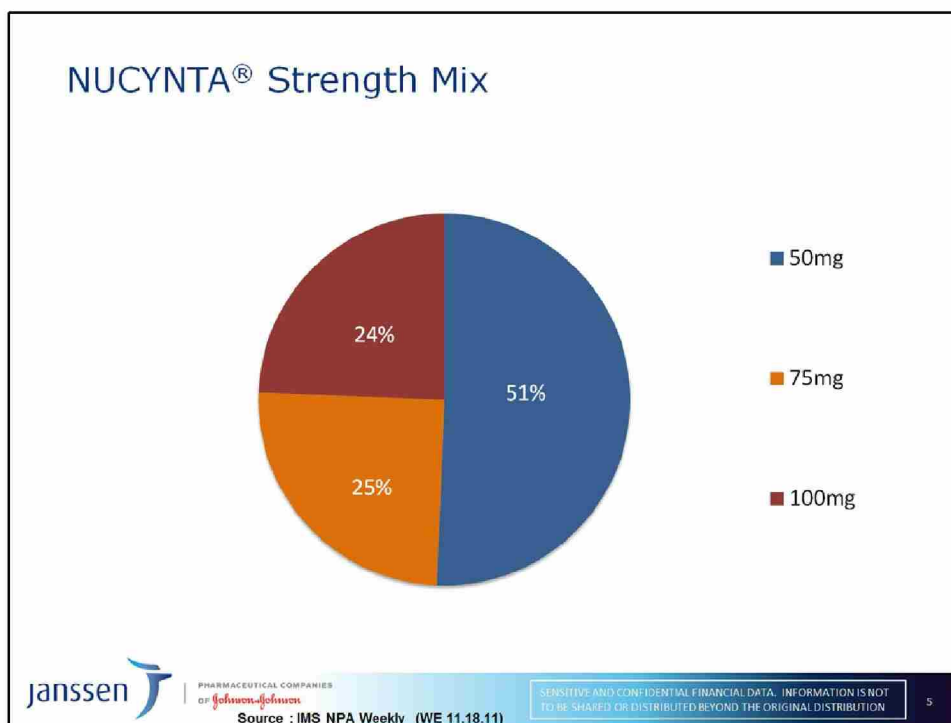


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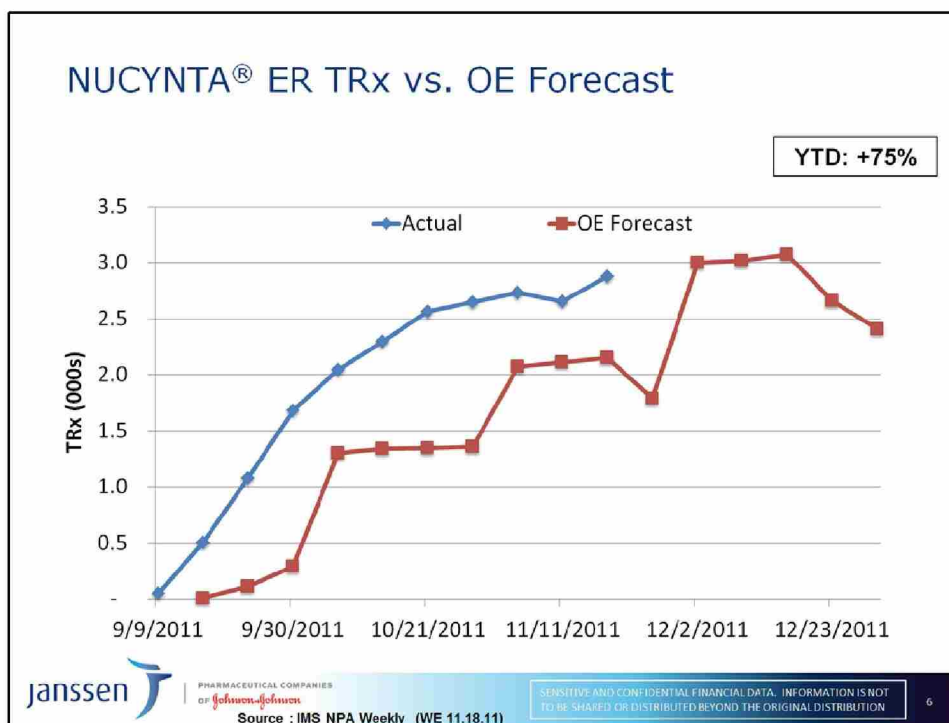
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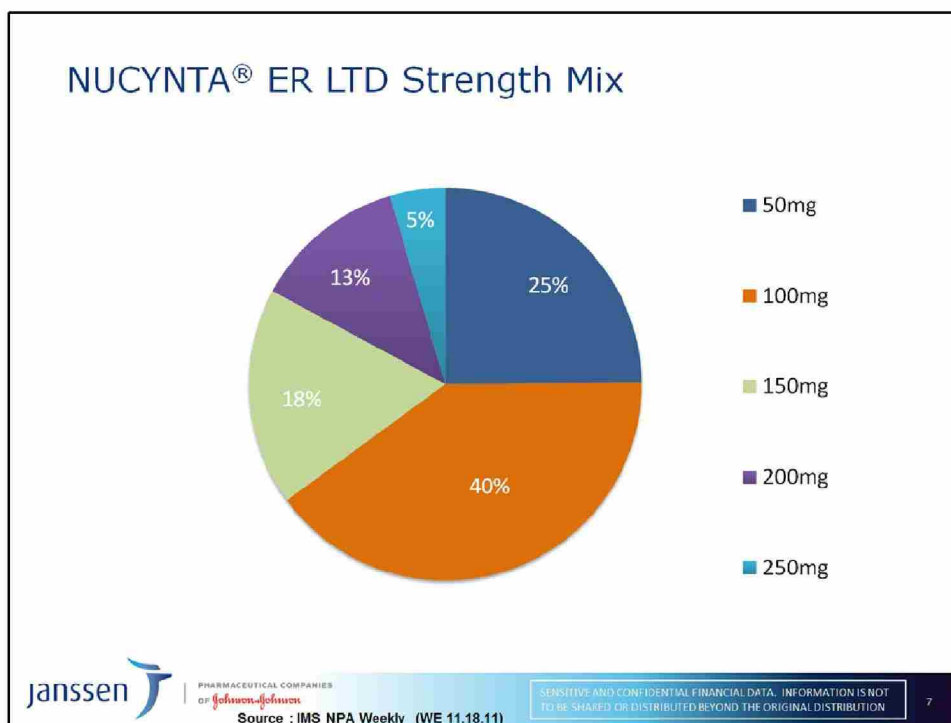
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- Strength mix relatively even among top specialties
- Mix is consistent over the first 9 weeks post-launch
- NP/PA's are skewing slightly higher toward the 50mg at a higher rate (29%) than Pain specialists (24%) or PCP's (26%)





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- Mix is consistent over the first 9 weeks post-launch
- NP/PA's are skewing slightly higher toward the 50mg at a higher rate (29%) than Pain specialists (24%) or PCP's (26%)

What we've learned from our customers (Market Research: 2Q 2011)

Mindset Perspective	<ul style="list-style-type: none"> No good clinical reasons NOT to use NUCYNTA HCPs welcome more information Sub-optimal dosing has led to a perceived lack of efficacy
Behavioral Characteristics	<ul style="list-style-type: none"> Tend to give up on NUCYNTA when faced with challenges/ hassle *Perceived formulary barriers & high cost to patients Rely on "old" habits Need to be reminded (message retention)
NUCYNTA Selling Efforts	<ul style="list-style-type: none"> Highly promotionally sensitive Speaker Programs often trigger first use Efficacy 1st followed by Tolerability (both matter) Dosing awareness & comfort of 75mg/100mg Availability/ Awareness of "PNMT \$25 savings card"

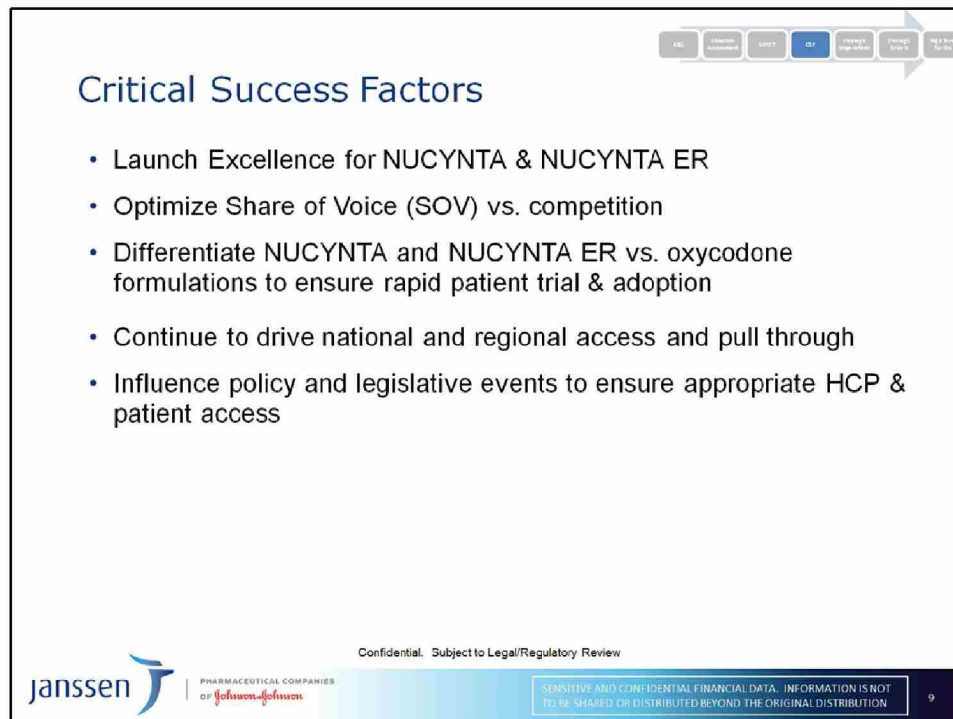



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Can we add any detail about the customers interviewed? Ex.

- They wrote NUC in past # of weeks
- Saw a rep, didn't see a rep
- PCPs/ specialists, etc.

Next slide should be a "so here's what we're going to do..."



Critical Success Factors

- Launch Excellence for NUCYNTA & NUCYNTA ER
- Optimize Share of Voice (SOV) vs. competition
- Differentiate NUCYNTA and NUCYNTA ER vs. oxycodone formulations to ensure rapid patient trial & adoption
- Continue to drive national and regional access and pull through
- Influence policy and legislative events to ensure appropriate HCP & patient access

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David, Here are the unedited notes from our 7/5 meeting:

- Increase prescriber base
- Productivity
- Large SOV
- Access (payer, stocking, policy)
- Generate additional evidence vs oxy
- NP/PA
- Make clinical evidence matter
- Proactively manage product supply

On this slide, list your CSF

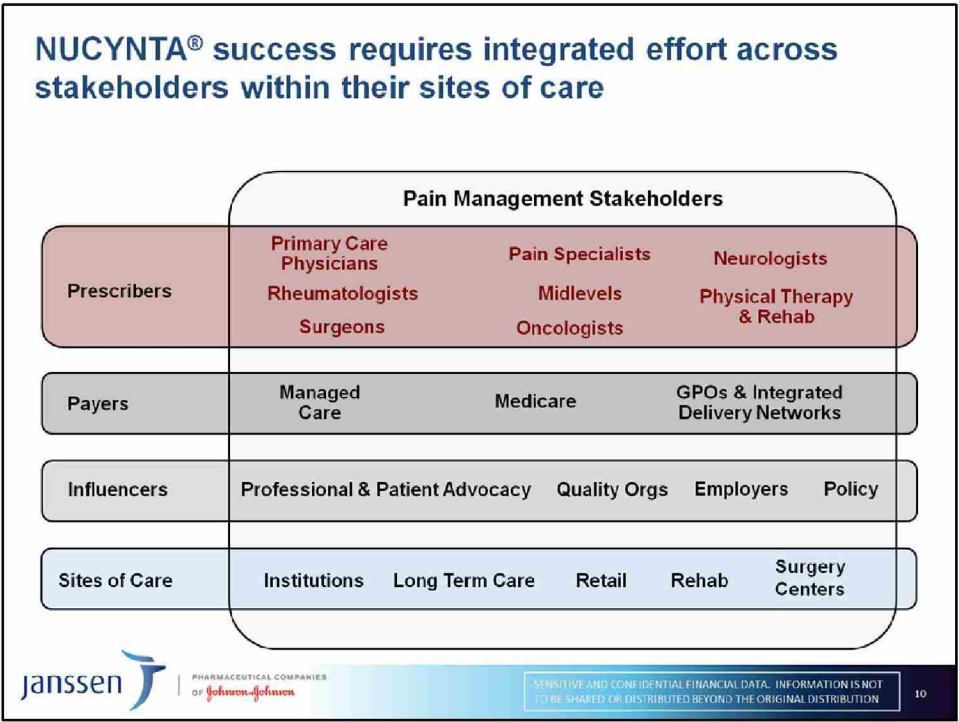
What are the things that really matter, that will make or break the brand this year

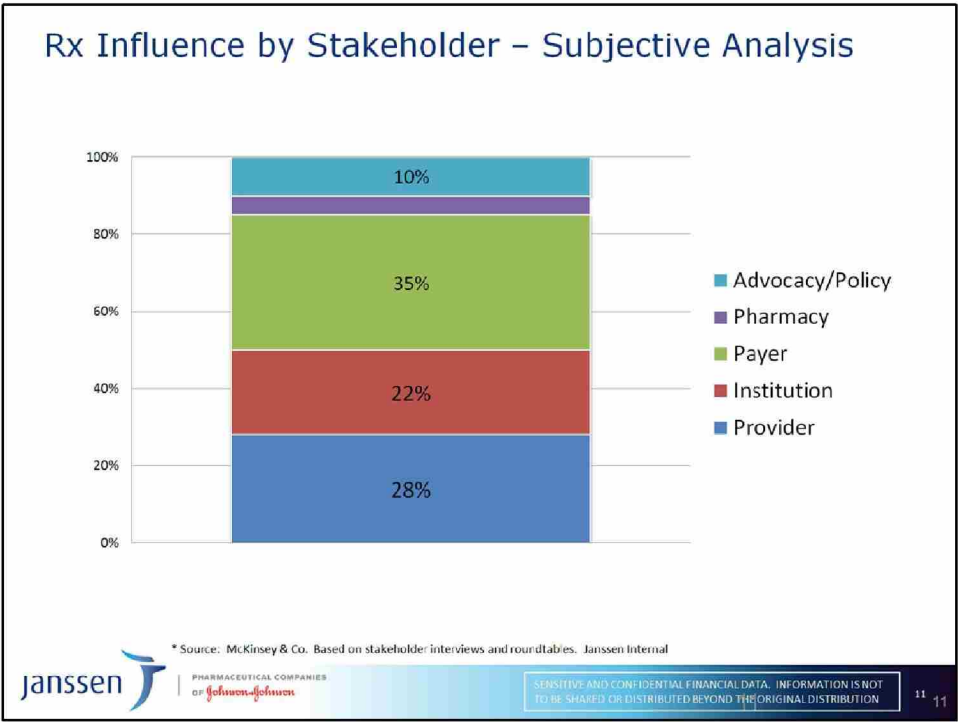
Orient around growth, should be limited in number. If you have more than 3-5, make sure you challenge the thinking. Are you being selective enough

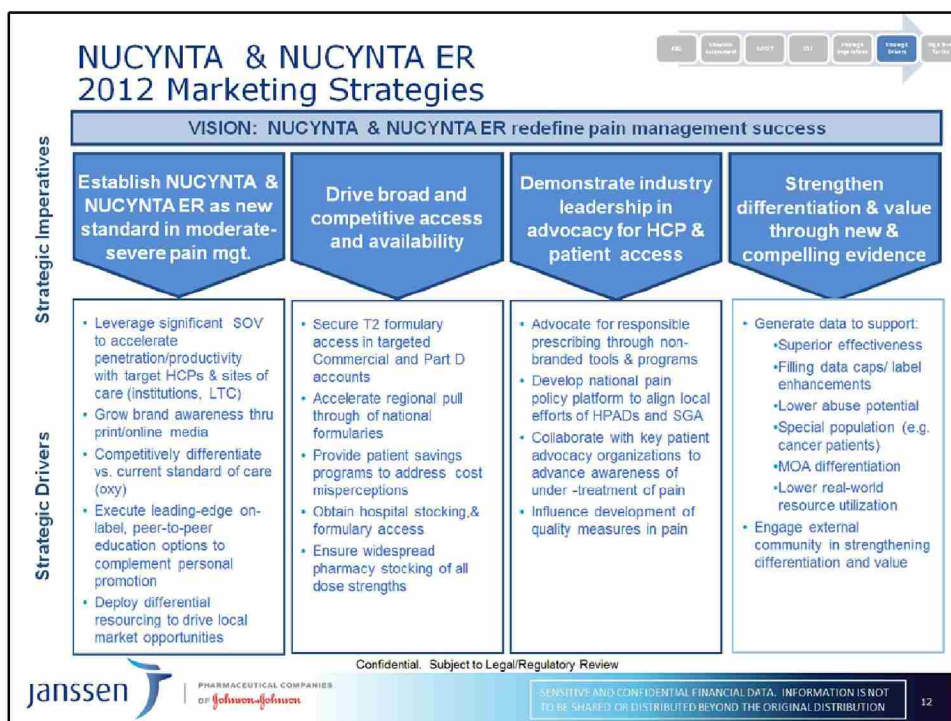
CSFs can be defined as the

Strengths that need to be maintained or exploited (frequently aligned with opportunities)

Weaknesses that need to be corrected in order to implement the strategy (frequently aligned with threats)



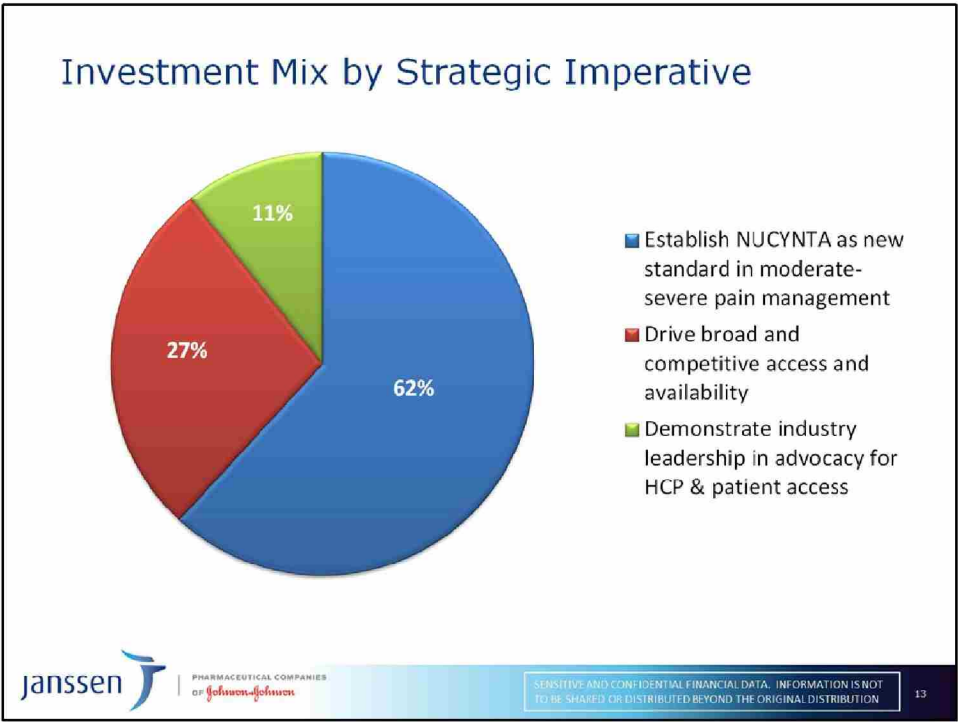


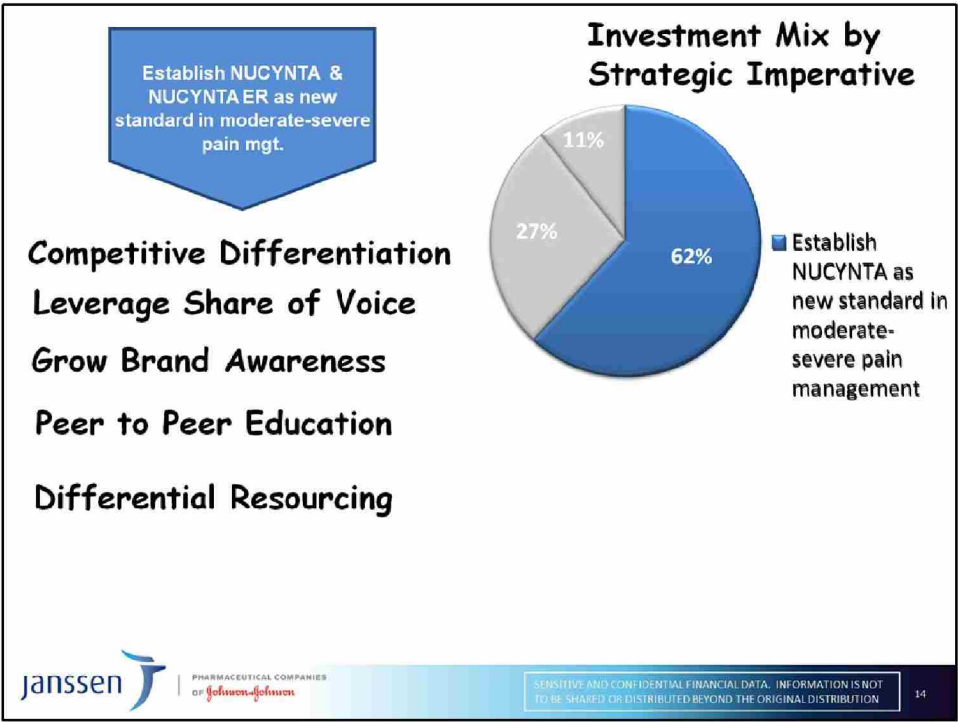


An example of this slide filled out can be found in back up.

Example Strategic Imperative:

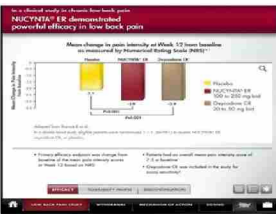
Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients



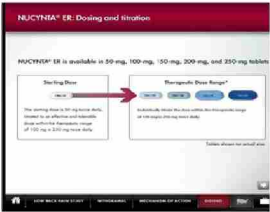


Establish NUCYNTA &
NUCYNTA ER as new
standard in moderate-severe
pain mgt.

Competitive Differentiation
Leverage Share of Voice
Grow Brand Awareness
Peer to Peer Education
Differential Resourcing



Efficacy



Dosing

DPN Indication



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Establish NUCYNTA & NUCYNTA ER as new standard in moderate-severe pain mgt.

Competitive Differentiation
Leverage Share of Voice
Grow Brand Awareness
Peer to Peer Education
Differential Resourcing

Significant Salesforce Support for
NUCYNTA® and NUCYNTA® ER

Retail
Institutional
JBI - Oncology
SCG

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Establish NUCYNTA &
NUCYNTA ER as new
standard in moderate-severe
pain mgt.

Competitive Differentiation
Leverage Share of Voice
Grow Brand Awareness
Peer to Peer Education
Differential Resourcing



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Mobile Platforms



NUCYNTA.com



Journal Ads



Medi-Scripts

Grow Brand Awareness



Paid Search

Banner Ads



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Establish NUCYNTA & NUCYNTA ER as new standard in moderate-severe pain mgt.



Competitive Differentiation

Leverage Share of Voice

Grow Brand Awareness

Peer to Peer Education

Differential Resourcing



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Our digital strategy enables integration across channels



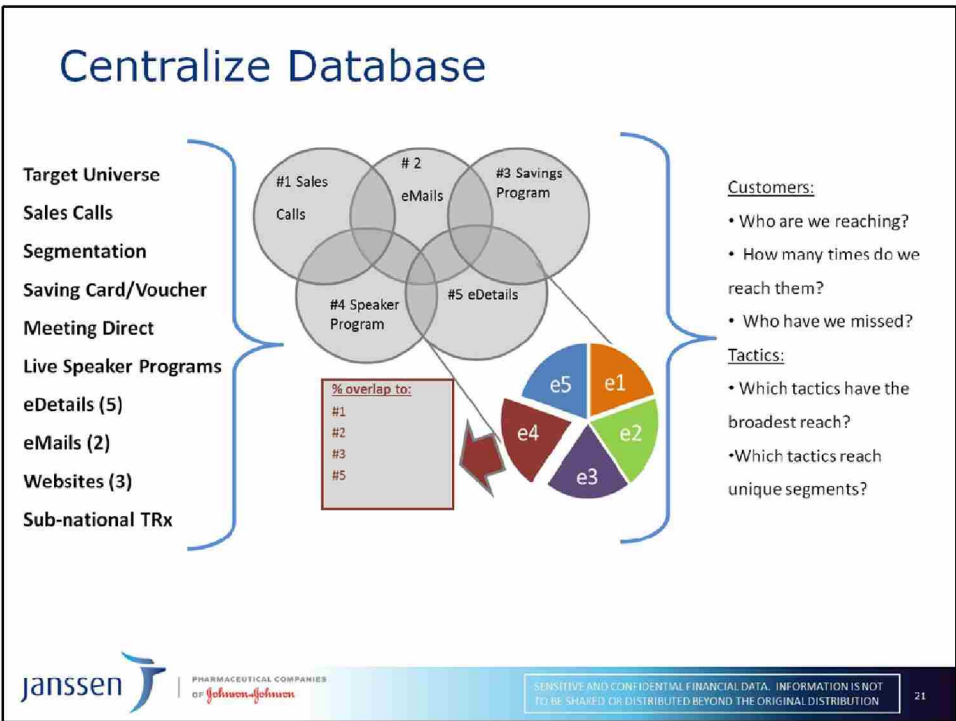
- Centralized Database
 - Customer centric vantage point
 - Optimize channels
- Professional Relationship Management
 - Closed-loop communications
 - Customized communications based on segmentation data



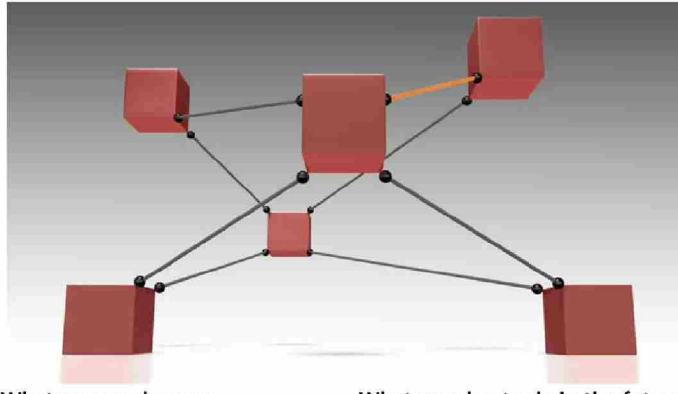
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Professional Relationship Management (PRM)



What we can do now:

- Enhanced Calls to Action
- SOW provision for data feeds

What we plan to do in the future:

- PRM system based on segmentation analysis



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Message Development/Execution

Establish NUCYNTA
as new standard in
moderate-severe pain
management

- **Strategic Drivers:**

- Competitively differentiate vs. current standard of care (oxy)
- Leverage significant SOV to accelerate penetration/productivity with target HCPs & sites of care (institutions, LTC)
- Deploy differential resourcing to drive local market opportunities

- **2012 Key Tactics**

Tactics	Q1	Q2	Q3	Q4
iPAD Asset Updates (NUCYNTA & NUCYNTA ER)	√		√	
Branded Leave-Behind Resources	√	√	√	√
NUCYNTA & NUCYNTA ER Dosing Education	√	√	√	√
NUCYNTA / NUCYNTA ER Switch Reprint Carrier		√		
DPN Indication – Assets, Leave-Behind, Reprint Carrier			√	√



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Promotional Medical Education

Establish NUCYNTA
as new standard in
moderate-severe pain
management

- **Strategic Driver:**
 - Execute leading-edge on-label, peer-to-peer education options to complement personal promotion
 - Deploy differential resourcing to drive local market opportunities

- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Meeting Direct Virtual Speaker Programs	√	√	√	√
Live Speaker Programs	√	√	√	√
Regional Speaker Programs (Hot Spot)	√		√	
Speaker Direct		√	√	√
Attendee Newschannel	√	√	√	√
Key Congress/ Product Theaters	√	√	√	√



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Media

Establish NUCYNTA as new standard in moderate-severe pain management

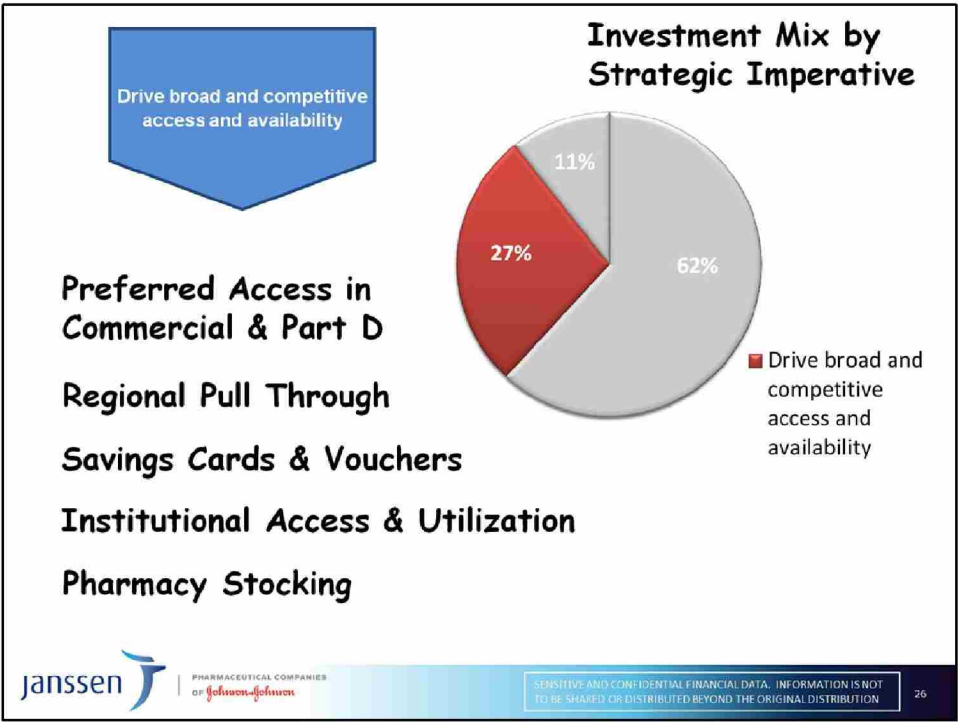
- **Strategic Driver:**
 - Grow brand awareness thru print/online media
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Unbranded and Branded Paid Search	√	√	√	√
Banner Ads – Primary Care & Pain Specialists	√	√	√	√
WebMD infosite and E-mails	√	√	√	√
Medi-Script Rx Pad Advertising	√	√	√	√
Specialty Print Media	√	√	√	√

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Drive broad and competitive
access and availability

**Preferred Access in
Commercial & Part D**

Regional Pull Through

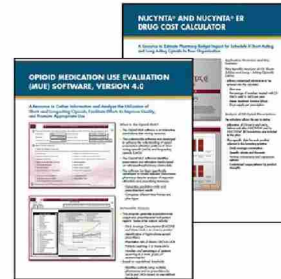
Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking



SCG Value Proposition Assets



SCG Resources



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Drive broad and competitive
access and availability

Preferred Access in
Commercial & Part D

Regional Pull Through

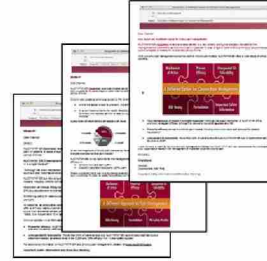
Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking



Formulary Flashcards



Digital Support (e-blasts, formulary flash)



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Drive broad and competitive
access and availability

Preferred Access in
Commercial & Part D

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking



PNMT\$ 25 Cards



NUCYNTA.com



Smartphone Delivery



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**Drive broad and competitive
access and availability**

OPPIOID EFFICACY PROVEN IN MULTIPLE PAIN MODELS
NUCYNTA 40mg and 120mg demonstrated superior efficacy over 12mg and 30mg morphine in patients with and/or chronic pain disease at the top of the line

NUCYNTA
tapentadol

**Elevate NUCYNTA
Prominence**

Preferred Access in
Commercial & Part D

Quality Campaign

BURDEN OF PAIN

Pain Management is a Key HCAMP Survey Item

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking

**Agencies for
Pain
Management**

**Pain
Management**

A Quality Standard for Healthcare Quality and Safety

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Drive broad and competitive access and availability

Pharmacy Locator "App"

Preferred Access in Commercial & Part D

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking

Business Review Sell Sheets

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Payer/Access

Drive broad and competitive access and availability

- **Strategic Drivers:**
 - Secure preferred formulary access in targeted Commercial and Part D accounts
 - Accelerate regional pull through of national formularies
 - Provide patient savings programs to address cost misperceptions
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Co-Pay Assistance Programs	√	√	√	√
Addition of foreign language materials	√			
Alternate delivery vehicles			√	
Managed Care Field Resources	√	√	√	√
Epocrates MHC Alerts	√	√	√	√
Medicare Part D Pull Through		√	√	√
SCG Value Prop iPad and Updates	√	√	√	



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Institutions

Drive broad and competitive access and availability

- **Strategic Drivers:**
 - Obtain hospital stocking, & formulary access
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Increase promotional prominence of NUCYNTA	√			
iPAD Refresh for NUCYNTA		√		
Formulary Communication Tools	√	√	√	√
Quality/Disease State Campaign: Optimizing Pain Management in the Institutional Setting	√	√	√	√
Burden of Pain Slide Deck / Discussion Guide	√			
Joint Commission Resources Toolkit	√			
Joint Commission Resources Textbook			√	
Prescribe Responsibly QualitySolutions360.com	√	√	√	√



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Trade & Pharmacy

Drive broad and competitive access and availability

- **Strategic Drivers:**
 - Ensure widespread pharmacy stocking of all dose strengths

- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Pharmacy Locator “App” on iPad	√			
Update Business Review Sell Sheet		√		√
Update Business Review Slide Deck		√		√
Pharmacy Leave-behind		√	√	√
Pharmacy e-blast MHC Alerts	√	√	√	√
Field Pharmacy Stocking Report	√	√	√	



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Demonstrate industry leadership in advocacy for HCP & patient access

Prescribe Responsibly

Health Media: *My Pain. My Plan.*

Employer Pain Program

Industry Leadership in Pain Management

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Demonstrate industry leadership in advocacy for HCP & patient access

Prescribe RESPONSIBLY

Responsible Pain Management

PrescribeResponsibly.com is a Web site for healthcare professionals about the appropriate and responsible prescribing of opioid analgesics for patients with acute and chronic pain.

Advocate for Responsible Prescribing

National Pain Policy Platform
- Regional Pull-Through

Patient Advocacy
- Under-Treatment of Pain

**Smart Moves
Smart Choices**

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Demonstrate industry
leadership in advocacy for
HCP & patient access

Advocate for
Responsible Prescribing

National Pain Policy Platform
- Regional Pull-Through

Patient Advocacy
- Under-Treatment of Pain



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**REGISTER
TODAY**

HB7095

Live Videoconference Schedule

#	Dates	Speakers
1	Monday, December 05, 2011	7:28 PM
2	Tuesday, December 06, 2011	8:08 PM
3	Monday, December 12, 2011	7:38 PM
4	Tuesday, December 13, 2011	8:08 PM
5	Wednesday, December 14, 2011	12:15 PM
6	Thursday, December 15, 2011	8:08 PM
7	Monday, December 19, 2011	7:28 PM
8	Tuesday, December 20, 2011	8:08 PM
9	Wednesday, December 21, 2011	12:15 PM
10	Thursday, December 22, 2011	8:08 PM

Presented by: **John J. Coleman, PhD**
 Assistant Administrator of Operations,
 Drug Enforcement Administration (retired)
 President, Board of Directors
 Drug Watch International

HOW TO REGISTER

Visit: www.HB7095INFO.com
 Enter access code: **SCHEDULE**

Please follow instructions to be invited. Upon registering for your preferred session, you will receive a confirmation e-mail that will include further logistical information.
 Registration is required for all attendees to guarantee strength of all necessary Web and phone access details. All you need for the live meeting is a computer with Internet access and a phone.
 Each scheduled live videoconference will run for approximately 45 minutes followed by a question and answer session. Web logs forwarded to your participation.

MEETING DIRECT

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Policy / Advocacy

Demonstrate industry leadership in advocacy for HCP & patient access

- **Strategic Drivers:**
 - Advocate for responsible prescribing through non-branded tools & programs
 - Collaborate with key patient advocacy organizations to advance awareness of under -treatment of pain
 - Develop national pain policy platform to align local efforts of HPADs and SGA
 - Influence development of quality measures in pain
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Develop and communicate National Policy Platform			√	√
Expand policy programs for local and national needs	√	√	√	√
Align and execute Advocacy and PR initiatives		√	√	√



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Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

- **Strategic Drivers:**
 - Shift/change discussion to between patients living with pain (Acute/chronic) and their HCP
 - Advocate for responsible prescribing through non-branded tools & programs
 - Collaborate with key patient advocacy organizations to advance awareness of under-treatment of pain
- **Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Multi-faceted initiatives designed to differentiate NUCYNTA/ER from other opioids (data, surveys, white paper, assessment tool, etc,...)	✓	✓	✓	✓
Strengthen Relationships With Key Third-Parties and Patients Through the <i>Let'sTalk Pain</i> Coalition		✓	✓	✓
Amplify HECOR Data Via Media Outreach			✓	✓

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Strengthen differentiation &
value through new &
compelling evidence

Generate data to support:

- Superior Effectiveness
- Filing Data Gaps/Label Enhancements
- Lower Abuse Potential
- Special Population
- MOA Differentiation
- Lower Real-World Resource Utilization

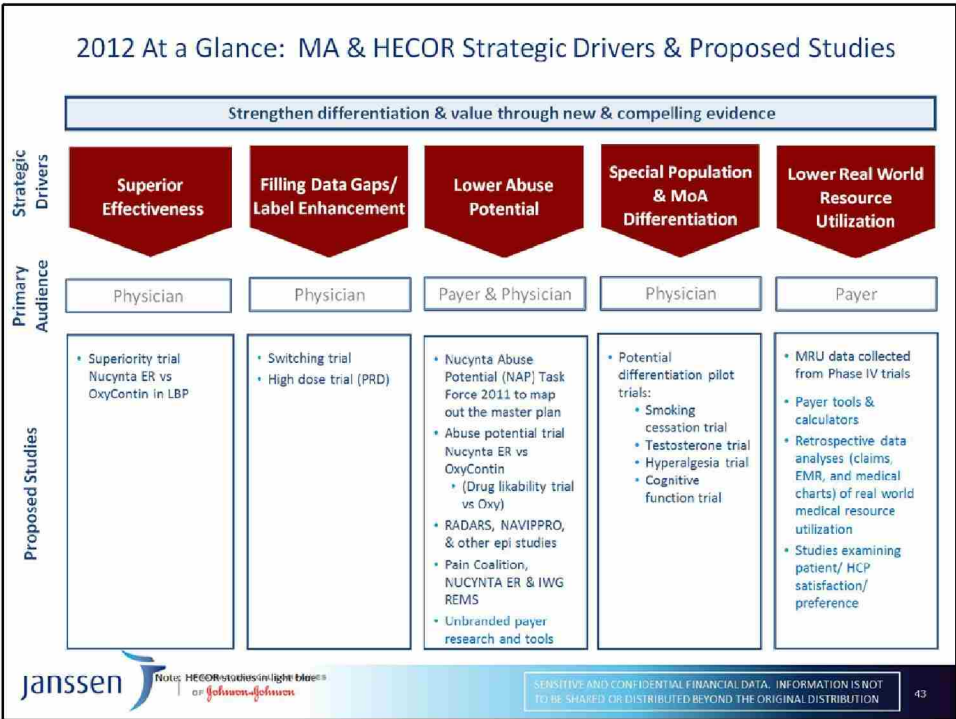
**Engage External Community in
Strengthening Differentiation & Value**



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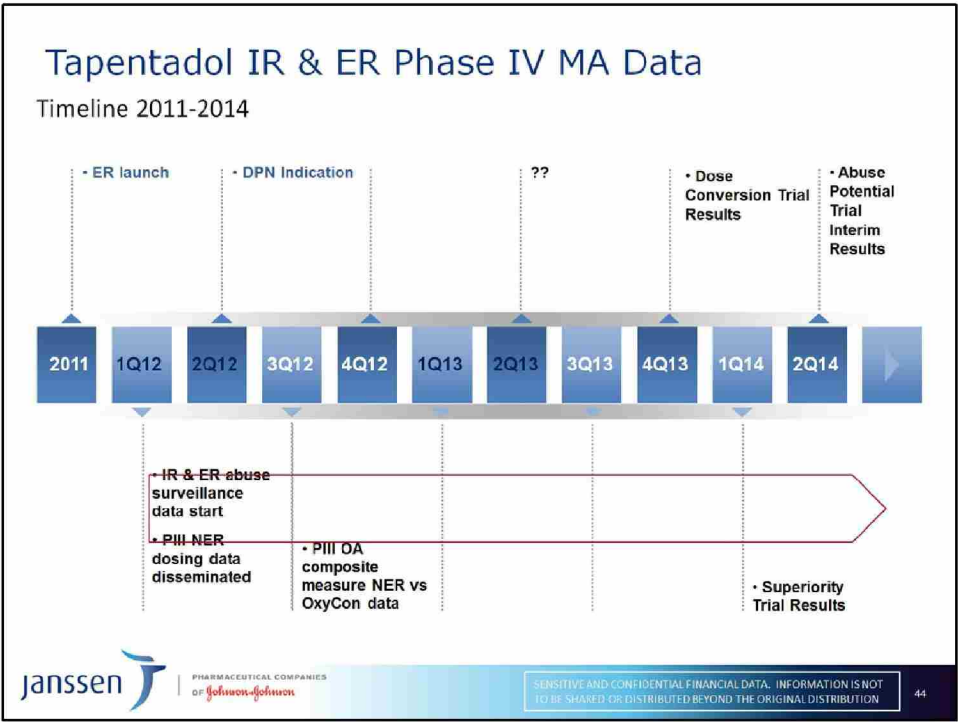
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An example of this slide filled out can be found in back up.


Example Strategic Imperative:

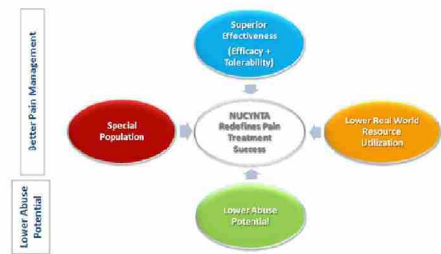
Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients



Strengthen differentiation & value through new & compelling evidence


- Generate data to support:
 - Superior effectiveness
 - Filling data gaps/ label enhancements
 - Lower abuse potential
 - Special population (e.g. cancer patients)
 - MOA differentiation
 - Lower real-world resource utilization
- Engage external community in strengthening differentiation and value





2012 HECOR Focus:

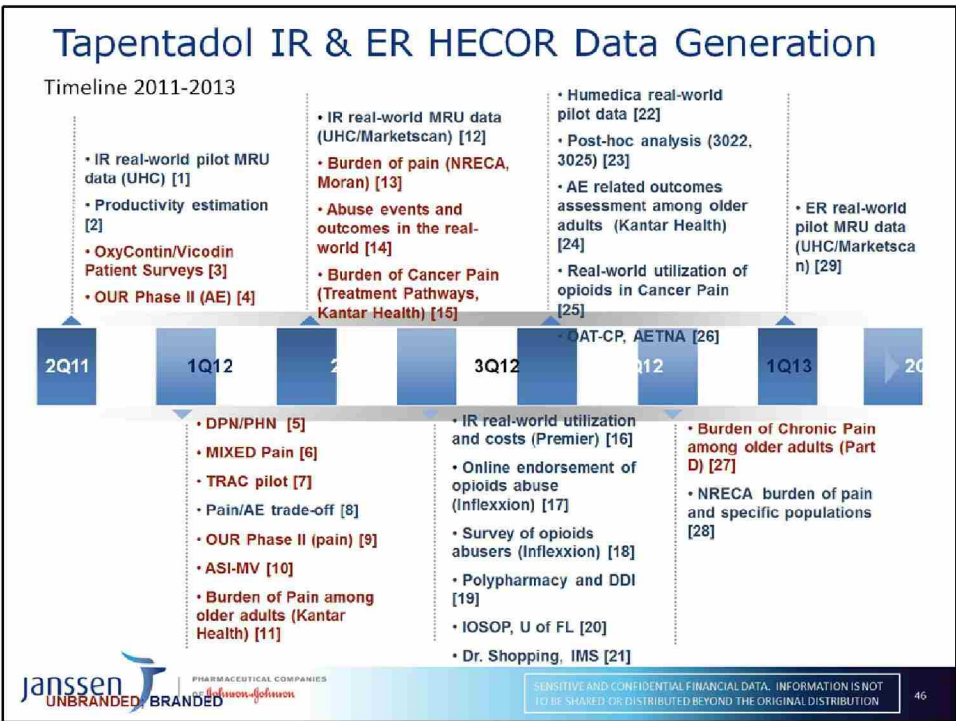
- **Finalize/publish ongoing non-branded research (burden of pain, lower abuse potential, better pain management)**
- **Increase efforts on branded research**
- **Prioritize data and tools for proactive dissemination**

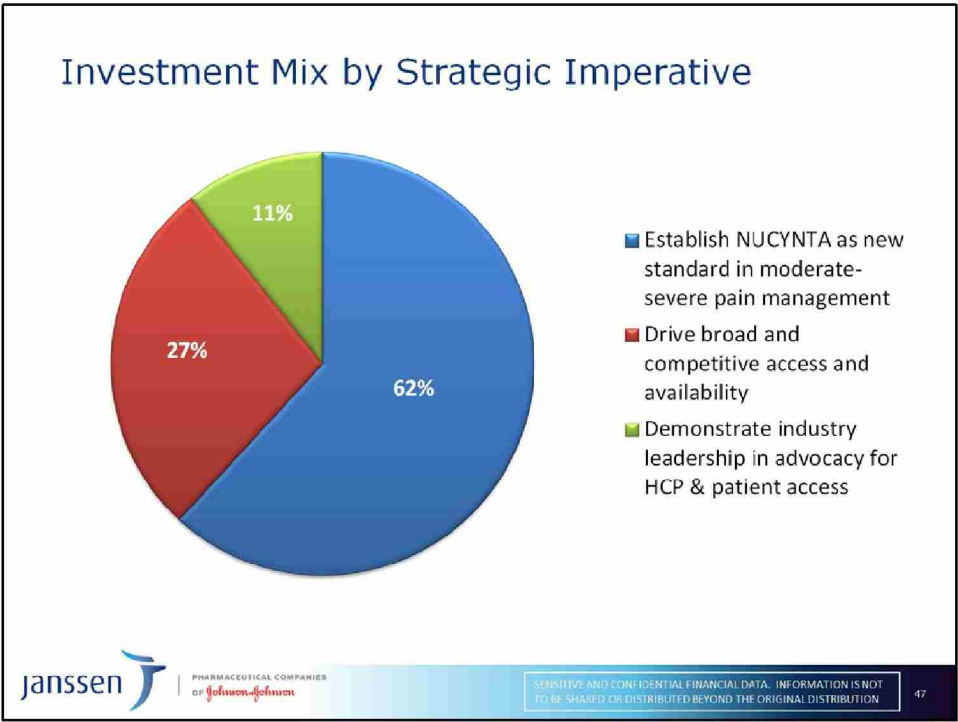


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Key Themes for 2012

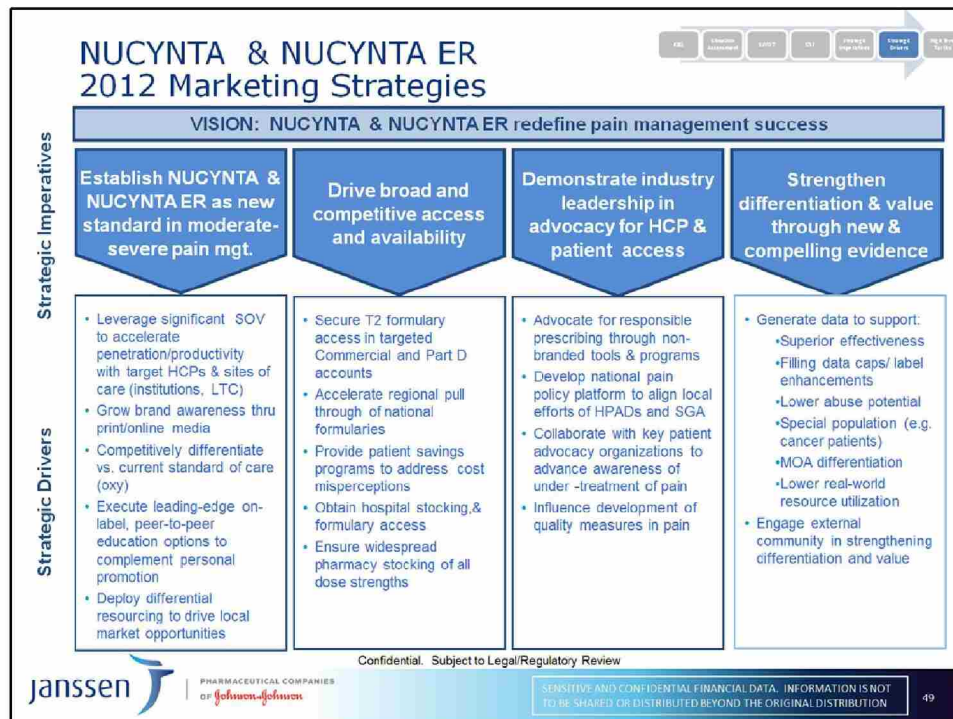
- Establishing NUCYNTA & NUCYNTA ER As A New Standard
 - Competitive Differentiation
 - Leverage Share of Voice
 - Grow Brand Awareness
- Driving Access & Availability
 - Tier 2 – Commercial & Part D
 - Institutional Influence
 - Ensuring Pharmacy Stocking
- Industry Leadership in Advocacy
 - Pain Policy
 - Regional Influence / Pull Through
 - Patient Advocacy



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An example of this slide filled out can be found in back up.

Example Strategic Imperative:

Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients

Preparing for our future...



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OF 

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Hospital influence will increase



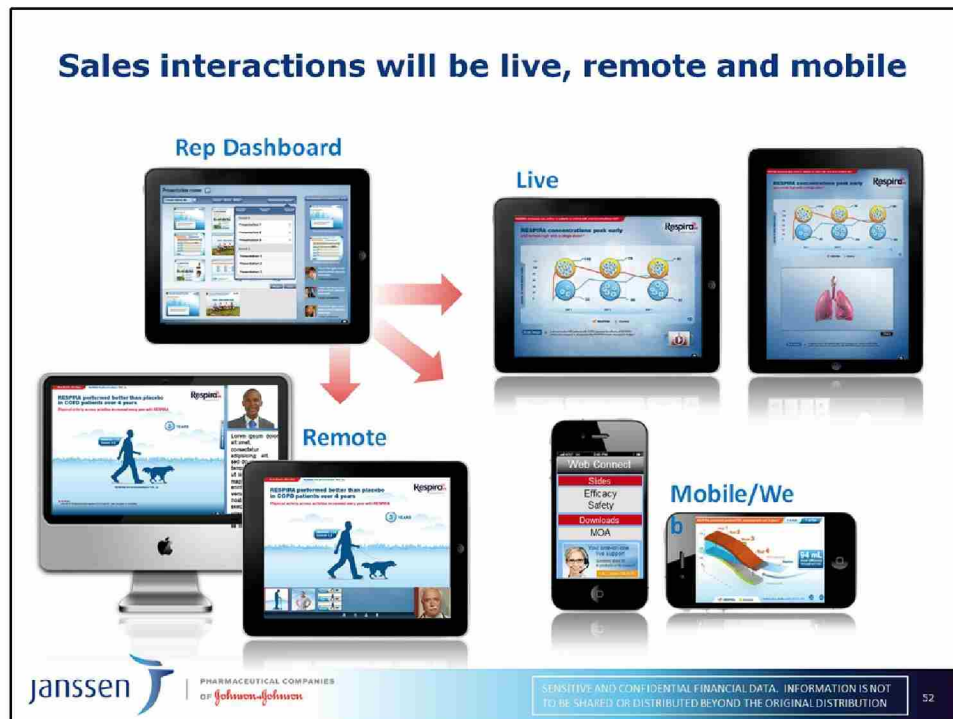
- Capitalize on Institutional presence
- Demonstrate value beyond cost of therapy
- Leverage Janssen portfolio



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BACKUP SLIDES



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Agenda DAY 2

Time	Run Time	Activity/Description	Presenter
9:00 – 9:05 am	5 min	Introduction	P Lowman
9:05 – 10:00 am	60 min	Payer Marketing	K Deem Eshleman
10:00 – 11:00 pm Includes 15 min break	60 min	Savings Cards	K Deem Eshleman
11:00 – 12:00 pm	60 min	Advocacy / Policy / PR	K Deem Eshleman F De Miro
12:00 – 1:30 pm	60 min	Lunch – Pension Benefit Seminar	
1:30 – 4:00 pm Includes 15 minute break	120 min	Execution Plan – Sequencing & Timing	Team



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Agenda

- Review Workshop Key Take-Aways / Key Topics to Address
- Review Budget Line Items
- Map tactical calendar
- Discuss what the road show deck should look like (i.e. how much detail, etc.)



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Business Plan Workshop – Key Topics

- Training
 - Specialty backgrounds
 - Pain Treatment Protocols
 - Conversion (Nucynta to NUC ER or other opioid to NUC ER)
 - Change in Behavior
 - Uncover the patient profile – Training
 - Call Openers -> Dialogue Training & iPad
 - Ensure knowledge/mastery of pain types and treatment protocols – Training
 - Appropriate Dosing & Titration
 - Awareness of dosing options – Training & Leave Behind
 - When & How achieve optimal dose – Training & Leave Behind
 - Eg Trigger Point within call continuum
- Demonstrate therapeutic range used in clinical trials – Training Leave behind & iPad



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Business Plan Workshop – Key Topics

- Staff – Is this a stakeholder we have covered?
- NP & PA as a clearly identified specialty of growth
 - Separate NP from PA (neither are midlevels!)
- Forecast Workshops
 - The Model – how we constructed the forecast
 - Up to Date Performance & Communication of Outlook (latest thinking)
- Pricing Strategy
 - What is it and how does it impact the forecast
- Field Reporting & Incentive Compensation
 - JBI, IM, / Institutional weighting
- Field Reported Need – more ways to characterize the efficacy data



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Team Objectives

- Ensure we have a cohesive, integrated marketing plan that will impact ALL key stakeholders. Make strategic choices and prioritize top opportunities.
- Understand how we plan to reach specific segments in our target universe
- Develop an integrated marketing plan that allows us to get smarter with each tactic we roll out
- Understand how each tactic will fit into 2012 plan
- Make key tactical “choices”
- Affirm / refine 2012 strategy & ensure all tactics are aligned with strategy
- Align around strategic / tactical tradeoffs
- Identify biggest opportunities & ensure appropriate investment in tactics to support them



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Tactical Mapping

Audience	Personal Promotion	Peer to Peer	Non-Personal Digital	Media	PR	Regional	Medical	HECOR
Physician								
NP/PA								
Pharmacy								
Hospital								
Commercial Payers								
Medicare Part D								
Long Term Care								
Advocacy								
Patients								
Field Engagement								
Internal Communication								



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Tactical Calendar

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
IPAD		Team update: knowledge		Team update: interactive		Team update: knowledge	Team update: interactive	Team update: interactive				
Leave Behinds		Updated: Jan 2018	Updated: TROP and JALOP			Updated: Jan 2018		Updated: Jan 2018				
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Medical Education			Updated: Jan 2018					Updated: Jan 2018				
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Promotional Medical Education



Establish NUCYNTA as new standard in moderate-severe pain management

Key Channel

Budget

Speaker Program Execution


- Live Speaker Programs (1 per Rep)
- Regional Programs targeting defined hot spot states
- Virtual Speaker Programs (includes DPN)
 - Speaker Direct
 - Meeting Direct
- Message Reinforcement through NewsChannels



KOL Message Development and Training

- Speaker Training (Recertification + DPN Training)
- Core Message Development
 - ER/IR Slide deck update
 - DPN indication
- Advisory Board Meetings
 - PMLC (DPN)
 - NP/PA

Remove
Capture graphics on
first peer to peer slide



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Media

Establish NUCYNTA as new standard in moderate-severe pain management

Key Channel

Budget

Objectives

- Ensure all target audiences receive consistent monthly exposure to NUCYNTA® ER messages while maintaining focus of key brand objectives
- Communicate key messages to build confidence and loyalty among audiences
- Maintain competitive share of voice among target audiences

Media Plan Parameters

- Print
 - January – June: “Powerful Pain Management”
 - 4 page insert + 3.5 Pages BW
 - Pain Specialists + Neurologists
- Online
 - January – June
 - Various banner ads
 - Primary Care, Pain Specialists

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Media

Establish NUCYNTA
as new standard in
moderate-severe pain
management

Online Media Plan

Site/Vendor	January - June	Planned Impressions	Planned Spend
Mayo Clinic Proceedings /Journal of Family Practice	RDS Banners	300,000	\$19,500
Jr1 Bone & Joint Surgery	RDS Banners	600,000	\$38,250
Ortho Supersite	RDS - Banners	322,350	\$48,300
	Rahab Roadblock Arthritis Roadblock Headline Newsletter		
Monthly Prescribing Reference	RDS Banners	450,000	\$72,120
	Pain Section Takeover		
Practical Pain Management	RDS Banners	600,000	\$45,000
E-HealthCare Solutions	RDS Banners	1,800,000	\$128,000
JAMA/Archives of Internal Medicine	RDS Banners	1,200,000	\$67,800
Spine Universe	RDS Banners	600,000	\$39,000

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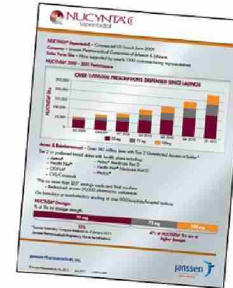
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Trade & Retail Pharmacy

Drive broad and competitive access and availability

Representative Delivered Tactics

- Update Business Review Sell Sheet – NUCYNTAER
- Update Business Review Slide Deck – Trade Directors
- Pharmacy Locator “App” on iPad



Non-Personal Tactics

- e-Pharma – Formulary Win Updates (eg CVS Caremark Formulary Flash – 220K e-blast)
- Integrachain Pharmacy Data – Field Stocking Reports
- DPN – Product Profile Insert – Pharmacy Times / US Pharmacist
- DPN – Disease State Insert – Pharmacy Times / US Pharmacist



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Institutional

Drive broad and
competitive access
and availability

Institutional Promotional Strategy

- Shift focus back to NUCYNTA as primary product – Drive Order Set / Protocols & Utilization
- NUCYNTA ER stocking, formulary adoption & opportunistic utilization where appropriate

Institutional Promotional Tactics

- NUCYNTA iPad Cycle 1 update
- NUCYNTA campaign refresh
- Formulary Communication Tools – Flashcards, Grids, etc.



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**Establish NUCYNTA
as new standard in
moderate-severe pain
management**

Budget

- iPad Cycle 1 Update
- iPad Cycle 2 Update
- Branded Waiting Room Patient Flyer
- Patient Brochure
- REMS Program Update



- iPad Cycle 1 Update
- NUCYNTA Campaign Refresh

- Savings Card Program Update
- NUCYNTA & NUCYNTAER Dosing Brochure
- NUCYNTA & NUCYNTAER Switch Study Reprint





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Promotional Platform	
	Establish NUCYNTA as new standard in moderate-severe pain management
Key Channel	Budget
NUCYNTA ER DPN Indication	
<ul style="list-style-type: none">• iPad DPN Assets• DPN Journal Ads• DPN Convention Panels• DPN Branded Leave Behind• DPN HCP Mailer & Envelope• DPN Reprint Carrier Series (3)• DPN Banner Ads• DPN Website Integration• DPN SEO• DPN Website FAQs	
NUCYNTA ER DPN Indication – Training	
<ul style="list-style-type: none">• Sales Rep FAQs• Annotated RI	
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Promotional Platform	
Key Channel	Budget
NUCYNTA ER – Medium Priority Tactics <ul style="list-style-type: none">• Exam Room chronic pain checklist• Chronic Pain resource guide flip chart (NP/PA)• Unbranded Patient Checklist for Waiting Room• NUCYNTA ER Product Overview Video	
NUCYNTA ER DPN Indication – Medium Priority Tactics <ul style="list-style-type: none">• DPN Dosing Guide Update• DPN Dosing Poster	
NUCYNTA & NUCYNTA ER – Medium Priority Tactics <ul style="list-style-type: none">• Plasma Convention Panels Conversion• Physician Relationship Management (PRM) Program	
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Promotional Platform	
Key Channel	Budget
Establish NUCYNTA as new standard in moderate-severe pain management	
NUCYNTA ER – Low Priority Tactics	
<ul style="list-style-type: none">• iPad Call Openers• “Not All Opioids Are Created Equal” Digital FC Series (2) (iPad & Convention Panel)	
NUCYNTA ER DPN Indication – Low Priority Tactics	
<ul style="list-style-type: none">• Internal Communication	
NUCYNTA & NUCYNTA ER – Low Priority Tactics	
<ul style="list-style-type: none">• Roundtable Discussion Video → White Paper Generation• Icon Graphic• “Did You Know?” NUCYNTA & NUCYNTA ER Fast Facts	
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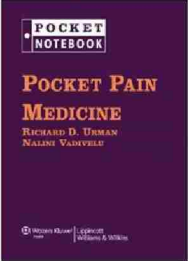

Institutional


Demonstrate industry leadership in advocacy for HCP & patient access


Institutional Residency Programs

- Demonstrate industry leadership in pain management education for residents
- Resident Textbook Program: *Pocket Pain Medicine* – 40,000 copies
- McNeil Consumer Co-Promotion – Castle Connolly

Resident Board Certification Guides



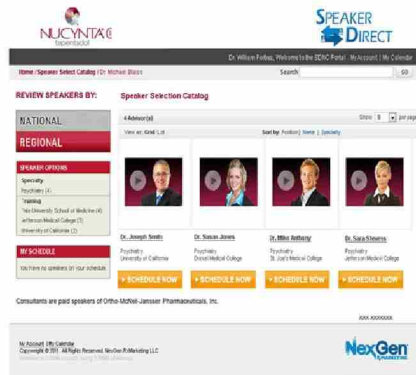


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NUCYNTA® ER Speaker Direct Speaker



Speaker Direct:

- Live videoconference series for hard to see/ no see HCPs
- Customers select a speaker of their choice and a time that is convenient for them
- Simple registration
- Auto-confirmation and reminder messages



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NUCYNTA® ER Meeting Direct



Meeting Direct:

- Live and archived videoconference series where HCPs register for a pre-determined day and time virtual program
- Customers receive on-label, promotional medical education
- Representatives invite customers
- Simple registration
- Auto-confirmation and reminder messages



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Mediscripts Slide

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Print Media

Establish NUCYNTA
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moderate-severe pain
management

Print – Publications in 2012 Media Plan

Pain Management

Journal of Pain
Journal of Pain & Symptom Management
Pain Medicine News
Practical Pain Management
The Pain Practitioner

Neurology

Clinical Neurology News
Archives of Neurology
Neurology Today



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Digital Plan

Lisa Biancani
Dominic Lazzaro



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Digital Media

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management

Websites Included in the Online Media Plan



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Payer / Access

Drive broad and competitive access and availability

SCG Promotional Materials

- Update payer value proposition deck
- Create PBM custom client pull through materials
- Develop and implement DPN strategy
- Update Prescribe Responsibly
- Execute employer program

Formulary Communication Tools

- Managed Care flashcards and announcement materials
- ePocrates formulary flashes
- Enable participation in Janssen Access One
- Evaluate, select and execute Part D pull-through support program



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Payer / Access

Drive broad and competitive access and availability

PNMT \$25 Savings Cards & Voucher Programs

Improve access and affordability to NUCYNTA and NUCYNTA ER

- Reduce costs by minimizing reliance on printed cards
- Identify methods to engage stakeholder to use e-access to cards and/or other electronic options such as Smart Phone delivery
- Integrate Health Media program
- Continue pilot(s) with IDN e-Trial systems



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Institutional

Drive broad and competitive access and availability

Institutional Disease State Awareness Strategy

- Elevate awareness around the burden of Pain Management within the Institution
- Identify opportunities for partnership; providing Institutions with Value-Add support tools to address gaps in quality & safety pain management

Competition
Price Sensitivity
Importance of Features

Contribute to Organizational Issues
Contribute to Business Issues
Provide "Good" Service and Support
Deliver "Good" Products and/or Services
Deliver Commodity

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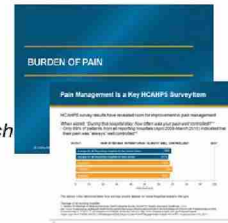
Institutional

Drive broad and competitive access and availability

Institutional Disease State Tactics

Optimizing Acute Pain Management in the Institutional Setting Campaign

- Institutional Burden of Pain Slide Deck & Discussion Guide
- Joint Commission Resources Toolkit – *Pain Management: A Systems Approach To Improving Quality & Safety*
- Joint Commission Resources Textbook – *Approaches to Pain Management*
- Prescribe Responsibly – QualitySolutions360.com
- Employer Program – Institutional Focus
- Marshall Steele Webinar Series



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Policy/Advocacy/PR

Frank De Miro



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Policy/Advocacy/Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

National Advocacy Partnerships

- Collaborate with pain coalition to develop national platform for opioid policy
- Design and implement national advocacy/policy program(s) to align with current PR/media campaigns including Smart Moves, Smart Choices, Let's Talk Pain and Prescribe Responsibly, (ex. Lock Box campaign)
 - Identify and lead opportunities for cross-company collaboration
- Create and execute national opioid policy educational programming and integrate advocacy, managed care and/or HPAD team to support effort
- Develop prescribe responsibly education materials for institutional sales team.



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Policy/Advocacy/Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

Local Advocacy Empowerment

- Develop process to execute programs to address local policy issues

Ex. FL, OH

- Expand programs for HPAD delivery

REGISTER TODAY



HB7095
MEETING DIRECT

Live Videoconference Schedule

#	Date	Duration
1	Monday, December 10, 2018	1:00 PM - 2:00 PM
2	Tuesday, December 11, 2018	8:00 AM - 9:00 AM
3	Monday, December 12, 2018	7:00 AM - 8:00 AM
4	Tuesday, December 13, 2018	8:00 AM - 9:00 AM
5	Wednesday, December 14, 2018 (12:00 PM)	12:00 PM - 1:00 PM
6	Thursday, December 15, 2018	8:00 AM - 9:00 AM
7	Monday, December 18, 2018	7:00 AM - 8:00 AM
8	Tuesday, December 19, 2018	8:00 AM - 9:00 AM
9	Wednesday, December 20, 2018 (12:00 PM)	12:00 PM - 1:00 PM
10	Thursday, December 21, 2018	8:00 AM - 9:00 AM

Presented by: **John J. Coleman, PhD**
 Assistant Administrator of Operations,
 Drug Enforcement Administration (retired)
 President, Board of Directors
 Drug Watch International

HOW TO REGISTER
 Visit: www.HB7095INFO.com
 Enter access code: **SCHEDULE**


Once you register on the website, you will receive a confirmation email with a link to the live videoconference. For your preferred session, you will receive a confirmation email with a link to the live videoconference.

Registration is required for all attendees to guarantee access to all meeting video and phone access. Attendees will be notified by email 14 days prior to the meeting with registration access and a phone number. Each scheduled live videoconference will run for approximately 45 minutes followed by a question and answer session. We look forward to your participation.

This evening program will provide you with an opportunity to attend an interactive presentation with a panel of experts on the topic of HB7095.



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